

PATENT
Attorney Docket No. 23528-030

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Application No. : 09/645,292 Confirmation No. 3365
First Name Inventor : Linda M. Smith
Filed: : August 24, 2000
TC/A.U. : 3365
Examiner : Jean D. Janvier
Attorney Docket No. : 23528-030
Customer No. : 36614
For : TARGETED MARKETING SYSTEM AND METHOD

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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By: Leslie Hoffmann
Leslie Hoffmann

INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR § 1.97(b)(3)

Enclosed is an Information Disclosure Statement Citation Form PTO/SB/08A and Form PTO/SB/08B pursuant to 37 C.F.R. § 1.98(2). It is respectfully requested that the cited documents be considered and that the enclosed copy of the Information Disclosure Statement Form PTO/SB/08A and Form PTO/SB/08B be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s). A copy of the cited patent is not included herein pursuant to 37 C.F.R. § 1.98(a)(2).

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited for this statement is material to patentability.

09/12/2006 CCHAU1 00000077 501847 09645292
02 FC:1806 180.00 DA

Attorney Docket No. 23528-030

Pursuant to 37 C.F.R. § 1.97, this information Disclosure Statement is being submitted under the following:

X 37 C.F.R. § 1.97(c)(1)(2) before the mailing of a Final Office Action on the merits.


No item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign patent application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three month prior to the filing of the information disclosure statement.

The Commissioner is hereby authorized to charge the fee set forth in § 1.17(p) and any additional fees or to credit any overpayment for all matters during the prosecution of the subject application to Manatt, Phelps & Phillips' Deposit Account No. 50-1847.

Respectfully submitted,

MANATT, PHELPS & PHILLIPS
Attorneys for Applicants

Date: September 8, 2006


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2016532.1

PTO/SB/08a (08-03)

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Substitute for form 1449A/PTO		Complete if Known	
		Application Number	09/645,292
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		Filing Date	08/24/2000
		First Named Inventor	Linda M. Smith
		Art Unit	3622
		Examiner Name	Jean D. Janvier
		Attorney Docket Number	23528-030
(Use as many sheets as necessary)			
Sheet	1	of	2

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
J	A1	6,937,755	August 30, 2005	Orpaz, et al.	
	A2				
	A3				
	A4				
	A5				
	A6				
	A7				
	A8				
	A9				
	A10				
	A11				
	A12				
	A13				
	A14				
	A15				
	A16				
	A17				
	A18				

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³	Number ⁴ -Kind Code ⁵ (if known)			
	A19					
	A20					
	A21					
	A22					
	A23					

Examiner Signature <i>Jean D. Janvier</i>	Date Considered 9/26/07
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¹Applicant's unique citation designation number (optional).

²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible.

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PTO/SB/08a (08-03)

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		Filing Date	08/24/2000
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		Art Unit	3622
		Examiner Name	Jean D. Janvier
Sheet	2	of	2
		Attorney Docket Number	23528-030

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.†	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city	T ⁷
<input checked="" type="checkbox"/>	C1	www.marykay.com ; www.marykay.com/whatsnew/virtualmakeover/default.aspx , Mary Kay Inc.	
<input checked="" type="checkbox"/>	C2	www.ezface.com ; (www.ezface.com/ActiveX/index.html), EZface Inc.	
	C3		
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Examiner Signature <i>Jean D. Janvier</i>	Date Considered 09/26/07
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